

SUMMER 2026 TREND REPORT: JUNE, JULY, AUGUST

THE QUARTERLY TREND

Report

SELECTED JUST FOR YOU

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Trends - June



Collected Heritage

Interiors are moving from polished, coordinated rooms toward spaces that feel inherited, storied and assembled over time. Think dark woods, aged metals, ceramics, traditional silhouettes, vintage-inspired objects and slightly imperfect finishes.

Merchandising opportunities: this trend gives retailers a strong reason to merchandise new products as if they were discoveries from different eras.



Warm Earth + Chromatic Neutrals

Beige isn't disappearing—it is getting considerably more interesting. June reporting specifically pointed toward warmer, nature-derived colors and away from monochromatic “sad beige”.

Merchandising opportunities: a brown/olive/clay story can provide the commercial accessibility of neutrals while making a floor set feel substantially newer.



Sculptural Retro — Curves + Gloss

The 1970s/80s revival is becoming less literal and more sophisticated: curved silhouettes, glossy surfaces, chrome, and occasional saturated color. June sources were highlighting chrome/high-gloss finishes, curved furniture and, and stronger color.

Merchandising opportunities: a rounded lacquer side table beside a neutral sofa; chrome lighting against warm wood; curved bowls and objects grouped on a console.



11628



16178



24669



13995



21380



55108



16155



21350



21892



43413



76501



73570

Shine-Maxxing

July marked a noticeable move away from relentlessly matte interiors toward chrome, lacquer, polished metal, reflective glass and high-gloss surfaces. Apartment Therapy was explicitly covering “shine-maxxing” by the end of July. Why it gained traction: shine gives rooms visual energy without requiring an entirely new aesthetic.

Merchandising opportunities: retailers can introduce the trend through small, accessible doses of reflectivity.

Playful Surrealism

July's strongest personality-driven direction was whimsical, unexpected objects with a slightly surreal quality: snails, food-inspired forms, unusual hardware and decorative pieces that make people look twice. Think conversation piece, not novelty department.

Merchandising opportunities: give consumers an easy way to add personality without replacing major furniture.

Collected Color

The emerging alternative is color that feels accumulated rather than prescribed—especially unexpected red, burgundy, saturated greens and other confident accents alongside vintage-looking woods and collected objects. In real spaces: mismatched art and objects that look collected over time.

Merchandising opportunities: use products that let buyers build color stories through accessories rather than matching suites.

Trends - August



Collected & Character-Rich

The polished “everything matches” interior is giving way to rooms that look collected over time. How it appears in real spaces: one strange or unexpected piece preventing a room from looking overly styled.

Merchandising opportunity: The opportunity is in conversation pieces with material character. These work because each item introduces patina, individuality or visual history instead of generic decoration.

High-Gloss Color

Lacquer, reflective color and jewel-box finishes are emerging as the glam counterpoint to years of neutrals. The appeal is the combination of saturated color + reflected light + polished surface.

Merchandising opportunity: smaller wholesale décor without commitment. The freshest interpretation contrasts reflective finishes with natural materials, making shine the accent rather than the entire story.

Soft Geometry

Curves aren't disappearing—they're evolving from curved sofas into an entire design language. We're seeing waves, scallops, rounded edges, kidney forms and softened architectural silhouettes.

Merchandising opportunity: Instead of building a collection around “curved furniture,” think soft silhouette as a cross-category design language.

Top Looks

We've asked, you answered!
Discover the looks that buyer's are responding to:

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Buyers connect with this trend because it makes fall decorating feel warm, welcoming, and elevated, blending classic seasonal elements with natural textures, earthy colors, and pieces that feel useful beyond just one holiday.



With consumers shopping for Halloween earlier, this trend gives retailers a longer seasonal selling window and eye-catching merchandise that can create buzz, inspire impulse purchases, and keep stores feeling fresh between summer and fall.



The Small Space, Big Style trend is connecting with buyers because consumers want pieces that make compact spaces feel elevated, functional, and thoughtfully designed—without sacrificing personality.

Merchandising Tips

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Place similar items on different shelves diagonally across from each other so the customer's eye moves as if reading a book.



Build room settings with variations of upholstery and families of accent tables, creating a full room feel while making comparisons easy for shoppers.

Symmetry helps make the space feel cohesive and gives customers a sense of the potential impact that the products can make in their home.



Arrange groups of accent furniture and floor sculptures in the middle of pathways so customers have a visual break from straight paths.

Staff Picks

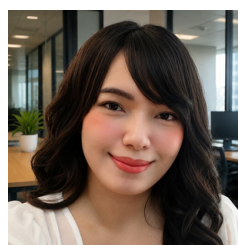
What does the team at Deco Marché really think of our products? It turns out, we all have our favorites. Check out what is trending with our staff this season!



16965
Cream Polyester Arched Swivel Living Room Accent Chair
31" x 30" x 28"

This chair is basically made for getting cozy. The curved shape and soft, padded back kind of wrap around you, so it feels super comfy and snug. Plus, it swivels! You can easily turn toward the TV, spin around to chat with someone, or look out the window without having to move the whole chair. It feels modern but still really inviting—almost like someone turned a big, squishy cushion into a really cute chair.

– Grace Santos
Post Production Graphic Artist



22356
Wood Floral Room Divider Screen, Screen
60" x 2" x 72"

I actually use mine as a boho-inspired headboard, and I love it! The hand-carved floral details and little touches of gold make the whole bed feel so cozy and unique. It also works really well as a room divider or even just hung on an empty wall as a cool statement piece.

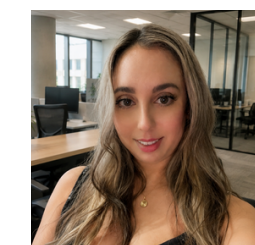
– Rebekka Meyers
Senior Director



20495
Ceramic Antique Style Textured Vase with Handles
9" x 9" x 7"

I love this vase because it has so much texture, but still feels really neutral and easy to style. It has that modern rustic look with just a little bit of color, which I love. I could see it on a shelf, console, or mantel with some dried flowers, branches, or pampas grass— or honestly, it looks great just on its own!

– Brittany Forzisi
Content Manager



Coming Soon...

Newness is on the way!
Get a first look at what our product development team has in the works
—**coming this winter.**

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22274
Bamboo Wood Room Table Lamp with Drum Shade
16" x 16" x 30"

Add warmth and natural texture to your assortment with our bamboo lamp. Its light brown finish and organic character complement today's warm neutral, organic modern, coastal, and relaxed boho interiors. A clean, versatile silhouette, easy to merchandise across a range of décor collections. Ideal for bedrooms, living spaces, home offices, and styled accent areas.



22267
Brown Bamboo Wood Woven Large Decorative Bowl, Set of 3
7", 9", 12"W

Add handcrafted flair to your assortment with our set of three woven bamboo bowls. The organic woven construction complements today's modern, warm neutral, coastal, and globally inspired interiors. Three graduated sizes create an easy layered display either together for added visual impact, or separately throughout a space.



22275
White Mother of Pearl Shell Handmade Side End Accent Table
16" x 16" x 21"

Add natural luxury and character to your assortment with our mother of pearl accent table. The luminous white shell finish adds organic texture, while its clean silhouette complements today's modern, quiet luxury, coastal, and collected interiors. Easy to merchandise alongside upholstered seating, statement lighting, and layered natural materials.



Refined Earthiness

September should feel like a transition into fall rather than full autumn decorating. Think chocolate, walnut, mushroom, olive, muted terracotta and muted neutrals, with natural materials and just a hint of seasonal styling.

Merchandising opportunity: These aren't "fall-only" SKUs. They communicate autumn while remaining viable well beyond November.

Moody Heritage

October is where we expect fall to get dramatically moodier. Picture aubergine, oxblood/burgundy, espresso, midnight blue and moss combined with dark woods, botanical imagery, vintage forms and low pools of atmospheric light.

Merchandising opportunity: Create a dark-romantic home story that remains relevant through holiday and winter.

Collected Glamour

November is where nostalgia meets polish. The room stays warm and collected, but materials become more elevated: smoked glass, bronze, marble, burl-like woods, glossy finishes and sculptural lighting.

Merchandising opportunity: Sell the collection through coordination, without making the products look coordinated.

– Looking for more Fall trending items that are in stock? Contact your Sales Rep for a full list.

Hot to Go!

Increase your units per transaction and overall sales with our curated assortment of easy add-ons

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COASTAL RESTRAINT

LOW COMMITMENT.
HIGH CONVERSION.
PERFECT FOR IMPULSE
AND GIFTABLE
MOMENTS



64086
\$25.25
Case Pack: 8



92139
\$36.25
Case Pack: 4



43405
\$30.50
Case Pack: 4



67185
\$30.75
Case Pack: 6



13775
\$45.75
Case Pack: 1



51993
\$29.75
Case Pack: 8



46785
\$29.25
Case Pack: 6



15628
\$23.50
Case Pack: 6



13776
\$45.75
Case Pack: 1

GILDED ROMANCE

THE SWEET SPOT FOR
VERSATILITY AND
VISUAL IMPACT



45203
\$69
Case Pack: 3



73864
\$54.75
Case Pack: 1



13778
\$47.50
Case Pack: 1



97708
\$41
Case Pack: 4



46591
\$41
Case Pack: 4



28543
\$44.50
Case Pack: 4



77166
\$18.75
Case Pack: 6



12212
\$43
Case Pack: 4

WEATHERED WARMTH

STAND OUT PIECES
THAT ELEVATE ANY
DISPLAY



32924
\$65.50
Case Pack: 3



79821
\$205
Case Pack: 1



26842
\$19
Case Pack: 8



95906
\$73.75
Case Pack: 4



91843
\$35.50
Case Pack: 4



94446
\$12.50
Case Pack: 8



78161
\$11.75
Case Pack: 12



95931
\$104.75
Case Pack: 2

MIDNIGHT MOOD

MIX, MATCH, AND
MERCHANDISE
TOGETHER FOR
EFFORTLESS UPSALE



39720
\$17.75
Case Pack: 4



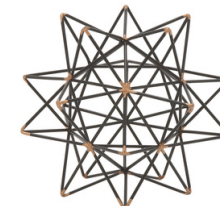
13782
\$46.50
Case Pack: 1



47152
\$31.25
Case Pack: 8



44679
\$15.75
Case Pack: 8



95243
\$15.25
Case Pack: 12



28542
\$45.25
Case Pack: 4



52510
\$19.25
Case Pack: 8



15865
\$43
Case Pack: 2



26724
\$16.25
Case Pack: 10

– Contact your Sales Rep or check out our Look Book section on decomarche.com for more Hot to Go items.

You're Invited!

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Atlanta

Gift & Home

Sept. 15 - 18

AmericasMart Atlanta,
B1,
#11-F3



High
Point

Market

Oct. 15 - 21

IHFC - Wrenn, Floor 3,
#W348



Join Us!

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Join us at the upcoming **Atlanta and High Point Markets** to discover our newest arrivals and customer favorites!

And we want to hear from you—**what would you love to see in our next Quarterly Trend Report?** The December edition drops just in time to inspire you ahead of the January markets.

We can't wait to welcome you!
Book your in-person or virtual appointment today.
See you soon!